

**OFFICIAL****RECEIVED  
CENTRAL FAX CENTER****FILED VIA FACSIMILE****AUG 19 2004****PATENT APPLICATION  
Docket No. 14531.46****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of

Phillip Y. Goldman et al.

Serial No.

09/264,432

) Art Unit  
) 2614

Filed:

March 8, 1999

Confirmation No.

3073

For:

SYSTEM AND METHOD FOR INSERTING  
ADVERTISEMENTS INTO AN INFORMATION  
RETRIEVAL SYSTEM DISPLAY

Examiner:

Scott E. Beliveau

Customer No.

022913

**AMENDMENT "H" AFTER FINAL**  
**FILED WITH REQUEST FOR CONTINUED EXAMINATION**Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of July 8, 2004 (paper no. 28), please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 12 of this paper.

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